

Message Text

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PAGE 01 ZURICH 00273 290537Z
ACTION EUR-12

INFO OCT-01 NEA-10 ISO-00 EB-08 /031 W
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R 281550Z APR 78
FM AMCONSUL ZURICH
TO SECSTATE WASHDC 2688
USDOC WASHDC
AMEMBASSY AMMAN
INFO AMEMBASSY TEHERAN
AMEMBASSY LONDON
AMEMBASSY BRUSSELS
AMEMBASSY PARIS
AMEMBASSY ATHENS
AMEMBASSY BERN

UNCLAS ZURICH 0273

USDOC ALSO FOR CAGNE

EO 11652: N/A
TAGS: BEXP BTIO JO XF SZ
SUBJ: DISSEMINATION OF BUSINESS OPPORTUNITY INFORMATION

REF: AMMAN 3499

1. IN PRINCIPLE CONGEN ZURICH IS INTERESTED IN RECEIVING
BUSINESS OPPORTUNITY INFORMATION AS SUGGESTED IN
REFTEL. ZURICH/ZUG AREA AND
GENEVA/LAUSANNE IN EMBASSY BERN'S CONSULAR DISTRICT
HOST MANY US MULTINATIONAL FIRMS WITH MARKETING
HEADQUARTERS FOR EUROPE, THE MIDDLE EAST AND
AFRICA.

2. ONCE WE HAVE AN IDEA OF THE NUMBER AND QUALITY
OF BUSINESS OPPORTUNITIES FROM AMMAN, WE WILL BE
IN A BETTER POSITION TO DETERMINE
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BEST MEANS TO DISSEMINATE THEM. ONE POSSIBLE
MEANS OF DISSEMINATION WOULD BE THROUGH THE SWISS-
AMERICAN CHAMBER OF COMMERCE WHICH COULD TRANSMIT
THE OPPORTUNITIES DIRECTLY TO US FIRMS HERE AS SOON AS
RECEIVED BY CONGEN.

3. WE ALSO SUGGEST THAT USDOC CONSIDER WHETHER

THIS KIND OF DISSEMINATION COULD BE DONE ON A
LARGER SCALE BY ALL MIDDLE EASTERN POSTS IN
COUNTRIES WITH ACTIVE DEVELOPMENT PROGRAMS.
DIRECT DISSEMINATION OF MAJOR BUSINESS
OPPORTUNITIES TO THE MIDDLE EAST MARKETING
HEADQUARTERS OF US FIRMS IN EUROPE MAY BE A
VERY EFFECTIVE MEANS OF ASSISTING AMERICAN FIRMS.
ELLIS

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